



1996 Census Preview of Products and Services



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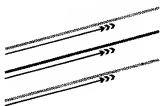
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Statistics Canada

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Note of appreciation

Canada owes the success of its statistical system to a long-standing co-operation involving Statistics Canada, the citizens of Canada, its businesses, governments and other institutions. Accurate and timely statistical information could not be produced without their continued co-operation and goodwill.



Preview



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1. A major source of information

On May 14, 1996, Statistics Canada conducted both the Census of Population and the Census of Agriculture in order to develop a statistical portrait of Canada and Canadians on one day. The Census is designed to provide information about people, housing units and farms in Canada by their demographic, social and economic characteristics.

The Census of Population is a reliable basis for the estimation of the population of the provinces, territories and local municipal areas. The information collected is related to more than 80 federal and provincial legislative measures and provides a basis for the distribution of federal transfer payments. The Census also provides information about the characteristics of the population and its housing within small geographic areas and for small population groups to support planning, administration, policy development and evaluation activities of governments at all levels, as well as data users in the private sector.

The Census of Agriculture provides a basic inventory of Canadian agriculture and is the cornerstone of Canada's agriculture statistics program. It provides comprehensive information, at low levels of geography, on the characteristics of farms and farm operators. Topics such as crop areas, number of livestock, land management practices, farm income and expenditures and work done by farm operators are obtained through the Census of Agriculture.

The Census of Agriculture is used by federal and provincial governments and agencies as well as the private sector in analyzing important changes occurring in the agriculture industry, in developing and evaluating agricultural policies and programs and in formulating decisions in production, marketing and investment in the agriculture sector.

The Censuses take place every five years and provide an historical perspective on how communities and farms are changing and how the country is evolving over time.



A first look at Products and Services from the 1996 Census

Since May 1996, the processes of collection, capture, coding, validation and tabulation of 11 million questionnaires have been initiated and are expected to continue until the Spring of 1997. At that time, the dissemination of the Census products and services will begin. The *1996 Census Preview of Products and Services* is designed to provide a first look at the range of products and services available to clients. It contains information on release time frames, media choices, prices and levels of geography available for each product. Since the products and services line is still under development, the information available at the time of release of the *Preview* remains subject to change.

More detailed information will be published in the *1996 Census Catalogue* which is expected to be released in April, 1997. If additional information is required, clients should contact Statistics Canada Regional Reference Centres, located across the country (See inside cover for locations).



2. New features

A. New features of the Census of Population

There are six new major features for the Census of Population.

Delivery mechanisms

Based on client demand, the number of electronic products available from the Census will increase significantly, however, key print products will be retained for specific market sectors. Emphasis will be placed on CD-ROM output which will link data and reference information and contain a new Windows-based presentation/tabulation software to facilitate ease-of-use of Census data. However, C-91 DOS-based software will continue to be offered through custom services.

For the first time clients will be able to obtain public good information free-of-charge on the Internet — including some Census reference products and selected *Nation Series* tables — by accessing Statistics Canada's website — www.statcan.ca.

Small area data available faster

In response to client needs, profile data will be available for small areas at the community levels — Census Subdivisions (CSDs) and Census Divisions (CDs), on day of release of the variable. One month later, profile data for all remaining levels of geography (for each released variable) including Census Tracts (CTs), Enumeration Areas (EAs) and Forward Sortation Areas (FSAs) will be available to clients.



Census data by postal code

A strong client demand had been expressed to obtain census data tabulations based on postal codes — the small geographic areas defined by Canada Post for mail delivery. As part of the standard products, Statistics Canada will provide Basic Summary Tabulations (BSTs) and Area Profiles for Forward Sortation Areas (FSAs) which represent the first three characters of the postal code. FSAs for both urban and rural areas will be part of the program for the first time. Through custom services, data for the full six-character postal codes or aggregations of postal codes can be obtained subject to confidentiality restrictions.

New variables

Additional information will be available from the 1996 Census, including information on household activities, place of work for all levels of geography, mode of transportation to and from work and population groups.

Improved Geography Products

GEOREF, the tool which allows clients to explore links between all standard levels of geography (except postal code) and presents geographic codes and names, as well as population and dwelling counts, has been completely redesigned for 1996. This Windows-based application also contains new information, such as Enumeration Area reference lists.

Census reference maps showing all geographic areas will be available in 1996. However, some of the maps have been significantly improved over their 1991 counterparts — particularly for large urban centres. In addition, a map series has been re-introduced showing Enumeration Areas by Federal Electoral District (FED).



Revised pricing structure

Prices have been revised for 1996 Census products and services. Some prices have been lowered, in particular for many geography products.

B. New features of the Census of Agriculture

The 1996 Census of Agriculture will provide expanded information on farm operators such as paid work not related to the agricultural operation, non-agricultural businesses operated and farm-related injuries. Also, data on the following topics will be available for the first time: capital improvements and purchases of capital assets, area of Christmas trees grown for sale and the number of trees harvested, manure application methods and the number of birds hatched in commercial hatcheries.

Data from the 1996 Census of Agriculture will be available for the first time on CD-ROM. Also, selected data will be made available on the Internet, free-of-charge, to coincide with the release of the databases.



3. Topics and dates of major Census releases

The topics into which data are grouped for 1996 — called *Census variables* — will be featured in Statistics Canada's official release vehicle **The Daily** at the times indicated below.

April 1997

Population and Dwelling Counts

May 1997

Agriculture (Farm Variables)

July 1997*

Age

Sex

October 1997

Marital Status

Families (part 1 – Number, Type and Structure)

November 1997

Citizenship

Immigration

December 1997

Language

Fall 1997

Agriculture (Operator Variables)

January 1998

Aboriginal

February 1998

Ethnic Origin

Population Group (Visible Minorities)

* to be confirmed

March 1998

Labour Force Activities

Occupation

Industry

Household Activities

Place of Work

Mode of Transportation

April 1998

Education

Mobility

Migration

May 1998

Income

June 1998

Families (part 2 – Social and Economic Characteristics)

Dwellings

Households

Fall 1998

The Agriculture – Population Linkage Database



The following levels of geography will be available for Census of Population variables in 1996.

Canada/Provinces/Territories	Federal Electoral Districts (FED)
Census Metropolitan Area (CMA)	Enumeration Area (EA)
Census Agglomeration (CA)	Forward Sortation Area (FSA)
Census Tract (CT)	Postal Code
Census Division (CD)	Census Subdivision (CSD)

There are two components to the information available at time of release of each Census of Population variable. The first is a full range of data described as *The Nation Series* (see page 16), which contains data at the Canada, Province/Territory levels and for selected Census variables, Census Metropolitan Area level data. The second is *Census Area Profiles* (see description on page 16) for each of the Census variables being released, at the Census Division (CD) and Census Subdivision (CSD) levels.

At the time of release of Census of Agriculture farm and farm operator variables, the following levels of geography are available: Canada, Provinces, Census Agricultural Region (CAR), Census Division (CD) and Census Consolidated Subdivision (CCS) and selected variables at the Territory level. Variables on the Agriculture-Population Linkage database are available at the Canada, Province and Census Agricultural Region.

Nation and Census Area Profile data for the Census of Population, as well as data from the Census of Agriculture, can be obtained through Regional Reference Centres. In addition, clients will be able to access selected *Nation* tables and selected Agricultural data from Statistics Canada's website — www.statcan.ca.



4. Census of Population Products and Services

A number of Census products and services have been developed using the 1996 Census variables described in the previous section. They are accompanied by reference material and geography tools to support the use of the data. The complete products and services line is divided into five major categories — reference, geography, standard data products, analytical products and custom services. A brief description of the major characteristics of each product follows.

A. Reference Products

A total of six reference products (excluding the *Preview*) are being produced for the 1996 Census. There are four general reference products and two geography reference products. These products contain information to support the use of Census data products and services.

1. General Reference Products

Some Census reference products will be accessible on the Internet through the Statistics Canada website address — www.statcan.ca at no charge to clients.



Catalogue

The *Catalogue* describes in detail the products and services available from the 1996 Census, how to obtain them, release dates, information on prices, media choices, and levels of geography available.

- **Media:** Print
- **Planned release date:** Second quarter, 1997
- **Planned price:** \$15

Dictionary

The *Dictionary* provides definitions for all the concepts, terms, Census variables and geographic elements of the 1996 Census, to ensure clients have a proper understanding of the data and are able to interpret these data correctly. The *Dictionary* describes, in detail, both Census and geography concepts and provides some information about comparability with previous Censuses.

- **Media:** Print
- **Planned release date:** First quarter, 1997
- **Planned price:** \$25

Handbook

The *Handbook* provides a non-technical overview of the complete Census process, from content determination to the dissemination of products and services. The *Handbook* also discusses data quality, confidentiality issues and gives examples of different applications of Census data.

- **Media:** Print
- **Planned release date:** Third quarter, 1997
- **Planned price:** \$25



Technical Reports

The *Technical Reports* provide detailed information on the quality of the 1996 Census data and will assist users in assessing the applicability of the data for their own purposes. Topics covered in the reports include concepts and components of the Census variables, collection and coverage, regional and head office processing/data assimilation, edit and imputation, data evaluation and quality, and historical comparability.

- **Media:** Print
Planned release date: Beginning Fourth quarter, 1998
Planned price: \$25

II. Geography Reference Products

GEOREF

GEOREF is a data retrieval and tabular output tool. It provides the 1996 population and dwelling counts for all geographic areas excluding postal code, and all of the geographic reference information that a Census data user will require, such as geographic codes and names. It also allows clients to explore the links between all standard levels of geography. The 1996 GEOREF includes additional information previously available in other separate products which are no longer being produced, such as the correspondence between Enumeration Areas from the 1996 and 1991 Censuses (EA Correspondence), reference lists of component Enumeration Areas for higher geographic levels (EA Reference Lists), as well as the Enumeration Area reference map titles to facilitate the identification of the appropriate maps for a given Enumeration Area.

- **Media:** CD-ROM
Planned release date: Second quarter, 1997
Planned price: \$60



Reference Maps

Census *Reference Maps* identify Census geographic areas and locate their boundaries, allowing clients to relate Census data to actual physical locations on the ground. The following reference maps will be produced for the 1996 Census:

- Census Division/Census Subdivision
- Census Metropolitan Area/Census Agglomeration/Census Tract
- Federal Electoral District/Enumeration Area
- Enumeration Area

Media: Print

Planned release date: Second quarter, 1997

Planned price: Minimum order \$60

B. Geography Products

Seven geography products are being produced for the 1996 Census.

Digital Boundary Files (DBF) and Digital Cartographic Files (DCF)

Geographic boundaries in digital form are available for all standard levels of geography from the Province and Territory down to the Enumeration Area. With the appropriate Geographic Information System (GIS) or mapping software, these files provide the framework for computer analysis and mapping. These files may also be used to create new areas by aggregating standard geographic areas.

Digital Boundary Files (DBFs) provide the official limits used to take the 1996 Census, thus the boundaries will extend into oceans and so appear as straight lines rather than following the coastline. This may make the DBFs unsuitable for mapping applications where realistic shorelines are important.



Digital Cartographic Files (DCFs) also provide standard geographic boundaries; however, boundaries have been modified to follow coastlines making them more suitable for thematic mapping applications. A DCF for Enumeration Areas is a new product for 1996.

- **Media:** CD-ROM, diskette, MapInfo and ARC/INFO export formats
- Planned release date:** Second quarter, 1997
- Planned price:** \$100 to \$10,000 depending on geographic coverage required

Street Network Files (SNF)

Street Network Files contain streets, railroad tracks and other pertinent information such as street names and address ranges for most large urban centres in Canada. When used with an appropriate mapping software, SNFs can be applied to route planning, site location, delivery services and mapping. Major updates are expected to the street and address information from the 1991 version.

- **Media:** CD-ROM, diskette, MapInfo and ARC/INFO export formats
- Planned release date:** Beginning Fourth quarter, 1997
- Planned price:** \$200 to \$20,000 depending on geographic coverage required

Skeletal Street Network Files (SSNF)

Skeletal Street Network Files contain major roads and railways (selected from the Street Network Files) with names but no address ranges for most large urban centres in Canada. When used with appropriate mapping software and the Digital Cartographic Files, SSNFs provide cartographic reference features for thematic maps.

- **Media:** CD-ROM, diskette, MapInfo and ARC/INFO export formats
- Planned release date:** Beginning Fourth quarter, 1997
- Planned price:** \$100 to \$2,900 depending on geographic coverage



Postal Code Conversion File (PCCF)

The Postal Code Conversion File links the six-character postal code with the standard 1996 Census geographic areas. It also provides coordinates for a point representing the approximate location of the postal code to support mapping applications. The PCCF is updated on a semi-annual basis.

Media: CD-ROM, diskette

Planned release date: Beginning Fourth quarter, 1997

Planned price: \$120 to \$9,000 depending on geographic coverage required

Postal Code/Federal Riding File (PCFRF)

The Postal Code/Federal Riding File provides a link between the six-character postal code and the codes and names of Canada's Federal Electoral Districts. The PCFRF is updated on a semi-annual basis. Once the Postal Code Conversion File is released for the 1996 Census which is based on the 1987 Federal Electoral District Representative Order, the PCFRF will be updated based on the 1996 Representation Order.

Media: CD-ROM, diskette

Planned release date: Beginning Fourth quarter, 1997

Planned price: \$2,900 for Canada

Block-face Data File (BFDF)

A block-face is generally one side of a city street between two consecutive intersections. The BFDF contains 1996 Census population and dwelling counts for block-faces in urban centres covered by Street Network Files. It also links the block-face to all higher levels of standard geography (Enumeration Areas and above) through geographical codes. The file includes street names with address ranges as well as coordinates for a point representing the approximate centre of each block-face. This file can be used



in conjunction with Street Network Files in Geographic Information Systems (GIS) applications.

■ **Media:** CD-ROM, diskette

Planned release date: Beginning Fourth quarter, 1997

Planned price: \$100 to \$300 depending on urban centre

If the standard geography product line identified above does not meet a client's individual needs, a custom geography product may be requested. Examples include special data retrievals or file merges using any of the geography information and custom mapping.

C. Standard Data Products

The 1996 Census will provide a full range of standard data products combining Census variables in different ways to meet the general needs of clients. A total of six standard data product lines will be produced. Selected standard data tables (the Nation Series) will be available free-of-charge through Statistics Canada's Internet address — www.statcan.ca.

Population and Dwelling Counts

The first information to be released in the Census cycle is data on the geographic distribution of Canada's population and dwelling counts at all levels of geography. These data (except postal code) can also be found on the GEOREF product (described earlier).

■ **Geography:** Canada/Province/Territory/FED, CD/CSD, CT, CMA/CA, EA, FSA (Urban and Rural) and Postal Code

Media: Print, CD-ROM, diskette

Planned release date: April, 1997

Planned price: \$40 – \$60 (depending on media)



Nation Series

This series provides detailed data for all Census variables for higher levels of geography. In many cases, the tables include an historical perspective from previous Censuses.

- **Geography:** Canada/Province/Territory, and CMA
- Media:** CD-ROM, diskette
- Planned release date:** Beginning Fourth quarter, 1997
- Planned Price:** \$60 (for each release of variables)

Census Area Profiles

Census Area Profiles are designed to provide a statistical overview or profile for lower levels of geography.

- **Geography:** FED, CD/CSD, CMA/CA, CT, FSA, EA
- Media:** Diskette, CD-ROM, Print
- Planned release date:** Third quarter, 1998 (electronic)
First quarter, 1999 (print for CD/CSD and CT)
- Planned price:** Between \$65 and \$8,100 (depending on media and geography level)

Basic Summary Tables (BSTs)

This series aims at providing tabulations of two or more inter-related Census variables for lower levels of geography. There are approximately 75 tabulations in the series.

- **Geography:** FED, CD/CSD, CMA/CA, CT, FSA, EA
- Media:** Diskette
- Planned release date:** Beginning First quarter, 1998
- Planned price:** Base price \$60, with first 100 regions priced at \$1 each and additional regions at \$0.05



Dimensions Series

The analytical depth of Census information is shown in this series with information packaged on special interest subjects linking a number of Census variables.

- **Geography:** Canada/Province/Territory – Lower levels of geography for a limited set of census variables
Media: CD-ROM
Planned release date: Throughout 1998 and 1999
Planned price: \$60 (per CD-ROM)

Public Use Microdata Files (PUMF)

Unique among Census products, *Public Use Microdata Files* allow clients to work with records containing non-aggregated information and to conduct their own analysis and research. Special measures have been taken to ensure that confidentiality is maintained for the three microdata files which are produced: one on individuals, a second on families and a third on households. These products provide data based on a three per cent sample from the 1996 Census.

- **Geography:** Canada/Province/Territory – Selected CMAs
Media: CD-ROM and tape
Planned release date: Beginning First quarter, 1999
Planned price: \$1,000 each file, \$1,300 for two files, \$1,500 for three files



D. Analytical Products

Statistics Canada analysts will publish a series of general interest articles on contemporary social, demographic and economic issues which will emerge from the 1996 Census. These articles will appear in a variety of Statistics Canada's periodicals such as **Canadian Social Trends**, **Canadian Economic Observer** and **Perspectives on Labour and Income** as well as other professional statistical and demographic journals. **The Daily**, published on each day of a major release, will also provide analytical highlights and a notation of significant trends.

■ **Media:** Print articles in existing Statistics Canada publications and periodicals

Planned Release Date: Throughout 1998 and 1999

Planned Price: Subscription prices and individual issues vary by periodical

E. Custom Data Products and Services

Tabulations to meet specialized needs

Census custom products are developed to meet the specific requests of clients in terms of content, geography, format and output medium. The products consist of custom cross tabulations and semi-custom profiles. Custom cross tabulations allow clients to determine the content, geography, format and output medium of their data. Semi-custom profiles provide a cross section of census variables for which clients can specify their own geography and medium.

Clients may also define their own geographic areas of study to be used in custom tabulations through the service known as geocoding. Examples include school zones, planning zones, postal walks, etc.



Availability

Tabulations can be produced from both the 100% and 20% data bases for the 1971, 76, 81, 86, 91 and 96 Censuses. 100% data on age, sex, marital status and mother tongue, for use in custom products will be available beginning in the Third quarter of 1997. The remaining census variables from the 20% sample will be available beginning in the Fourth quarter of 1997.

Pricing

Pricing is based on the consulting time, geographic level, data processing requirements and media required to complete a client request. For custom cross-tabulations, the minimum price is approximately \$1,000 per table. Prices for semi-custom profiles are currently under development.

Media

Products will be available in a variety of output media, including computer print-out, mainframe/UNIX tape, diskette, and CD-ROM. Output designed for use in a PC environment can be packaged with Statistics Canada's DOS or Windows-based viewing software. Specialized formats required for compatibility with various computer systems can be provided in most cases.

Service Points

Clients will be served directly by the Census consultants at the Statistics Canada Regional Reference Centre nearest to them, with the exception of Federal Government clients who should contact Statistics Canada's Head Office in Ottawa.



5. Census of Agriculture Products and Services

The 1996 Census of Agriculture offers data users a wide range of data and analytical products and custom and semi-custom services.

A. Data products

Data products present the 1996 Census of Agriculture results in convenient and comprehensive formats. Using concise tables, this series presents data for farm variables and farm operator characteristics in the following products.

Historical Overview of Canadian Agriculture

This product presents selected historical data from the 1976 to the 1996 Censuses of Agriculture. It will also provide users with an interesting look at 75 years of selected agriculture data from the 1921 to 1996 Censuses of Agriculture.

- **Geography:** Canada/Province
- **Media:** Print
- **Planned release date:** May, 1997
- **Planned price:** being developed

Agricultural Profiles

These eight data publications provide the basic counts and totals for all 1996 farm variables. Maps identifying the location of all geographic areas tabulated and the 1996 Census of Agriculture questionnaire are also included as reference material.



- **Geography:** Canada, Province, Territory, Census Agricultural Region, Census Division and selected variables at the Census Consolidated Subdivision.

Media: Print

Planned release date: July, 1997

Planned price: being developed

Profile of Canadian Farm Operators

This new publication presents the farm operator characteristics from the Census of Agriculture questionnaire and selected farm variables cross-classified by the number of operators per farm, age and sex of operators. Also included are 1991 and 1996 comparison tables.

- **Geography:** Canada, Province

Media: Print

Planned release date: Fall, 1997

Planned price: being developed

1996 Census of Agriculture CD-ROM

Data from the 1996 Census of Agriculture, selected data from the Agriculture-Population Linkage database and historical databases will be available for the first time on CD-ROM. This product will be released in two phases to accommodate the availability of data. The first release will contain all farm and farm operator variables from the 1996 Census of Agriculture. The second release will contain additional selected data from the 1996 Agriculture-Population Linkage database and historical databases.

- **Geography:** Canada, Province, Census Agricultural Region, Census Division, Census Consolidated Subdivision

Media: CD-ROM

Planned release date: Release 1 - Fall, 1997; Release 2 - Fall, 1998

Planned price: being developed



B. Analytical product

Canadian Agriculture at a Glance

This highly successful publication will again feature a series of short analytical articles using maps and graphs to present new insight into Canadian agriculture and the agri-food industry.

■ **Geography:** Canada, Province

Media: Print

Planned release date: Spring, 1999

Planned price: being developed

C. Custom Data Products and Services

Tabulations and products to meet specialized needs

The User Services Unit of the Census of Agriculture can tailor products and tabulations to meet the special data requirements of clients. Custom tabulations allow the user to create personalized tables from the 1996 Agriculture and Agriculture-Population Linkage databases as well as the historical databases. Customized tabulations are available for the 1966 to 1996 Censuses. (Agriculture-Population Linkage databases were not created for the 1966 and 1976 Censuses.) Customized thematic maps, to visually display data, can also be produced to meet the client's specifications.

Subject to confidentiality restrictions, custom tabulations and maps can be produced for Census of Agriculture standard geographic areas as well as user defined areas.



Semi-custom products created from the standard tabulations are also available for clients who are only interested in specific variables or certain standard geographic areas.

Availability

Data from the 1996 Census of Agriculture database will be available starting May 14, 1997. Data from the Agriculture-Population Linkage database will be available starting in the Fall of 1998.

Pricing

Pricing is based on consulting time, number of geographic areas requested, data processing requirements and media required to deliver the custom or semi-custom product.

Media

Various formats are available depending on the user's requirements including paper, diskette or CD-ROM. Retrieval software can be included with the diskette or CD-ROM product.

Service Points

Clients can be served by contacting the nearest Statistics Canada Regional Reference Centres or the User Services Unit, Agriculture Division in Ottawa.



6. How to obtain more information

Statistics Canada Regional Reference Centres

Each Statistics Canada Regional Reference Centre across the country has a collection of current Census publications and reference documents which can be consulted at no charge, along with microcomputer diskettes, CD-ROMs, maps, and other products. Clients also have access to the Canadian Socio-Economic Information Management System (CANSIM) — Statistics Canada's on-line data base which contains Census data. A complete list of Statistics Canada Regional Reference Centres — with addresses, phone and fax numbers and e-mail access — is printed on the inside cover.

Community Access to Census Information

Census information can be obtained from libraries located across Canada. Selected libraries receive Statistics Canada's full range of products, free-of-charge in a variety of media. Provincial and Territorial bureaus of statistics also carry Census data. Information can also be purchased from book stores carrying Government of Canada publications.

The Statistics Canada Talon Site on the Internet

The newest route to statistical information profiling Canada's business, economy and society including Census information, is through the Agency's Internet address — www.statcan.ca. Some information about the Census is already available on this easy-to-navigate and fully searchable site. Over the coming months clients will be able to access additional Census data from this website.

